

Strategy – Monitoring Charlotte’s Speed Programs

General Description

An analysis of North Carolina Crash data indicates that speed is a factor in 36% of all crashes and 44% of all fatal crashes. Speed is cited as a factor in 43% of crashes involving injury. With respect to locality, 48% of speed related crashes occur in urban areas, 36% in rural areas, and 16% in mixed urban/rural settings. On average, 85% of all speed related crashes involve a single vehicle.

The Charlotte DOT and the Traffic Safety Advisory Committee (formed in 1999) are conducting a series of awareness campaigns and a photographic speed enforcement program to address the problems of speeding in the Charlotte metro area. In particular, the awareness campaign, called “Speed a Little, Lose a Lot,” is aimed at young drivers aged 16-25 where fatalities in speed-related crashes are increasing. A photographic speed enforcement program, called “Safe Speed,” is being run in conjunction with the awareness campaign.

This strategy is to monitor closely the measured effectiveness of these coordinated education and enforcement activities for possible expansion to other areas of North Carolina. The program is being evaluated by NC State and ITRE.

Technical Attributes

Target	Speeding drivers, and in particular, those aged 16-25.
Expected Effectiveness	Reductions in excessive speeds and a reduction in speed-related crashes and fatalities.
Keys to Success	<ul style="list-style-type: none">• Careful identification of target sites.• Coordination between law enforcement agencies, highway safety engineers, and the courts.• Public education with the focus on radio and billboard advertising, coupled with incentives, appearances at concerts, festivals, and sporting events, and school visits.
Potential Difficulties	Adverse public reaction to speed camera enforcement.
Appropriate Measures and Data	<ul style="list-style-type: none">• Numbers and types of citations.• Average speeds.• Disposition of citations issued within the target areas.• Future numbers of speed-related crashes within the target areas.• Future numbers of speed-related fatalities and injuries within the target areas.
Associated Needs	Mutual understanding and cooperation between the key players; engineering, enforcement, and the judicial system. If any one of these components breaks down, then the success of the entire process will be questionable.
Organizational, Institutional, and Policy Issues	<p>Close working arrangements among traffic law enforcement, courts, and traffic engineering need to be in place.</p> <p>Early involvement of all stakeholders is a must and appears to have occurred.</p>

Issues Affecting
Implementation Time
Costs

The programs are underway.

Unknown.

Training

Has been accomplished.

Legislative Needs

None at this time. Legislation is in place through June 2006.

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